



diningplus

AN ADVERTISING PUBLICATION OF THE HERALD-TRIBUNE MEDIA GROUP

Maximize your exposure by advertising in **diningplus** – the Herald-Tribune’s leading guide to area restaurants.

In today’s market it’s crucial to make every choice count. So consider these pluses:

- A presence in diningplus puts your business in front of more potential customers – nearly 250,000 readers in Manatee, Sarasota, Venice, Englewood and North Port.
- Get more visibility through mentions in articles like “New & Noteworthy,” and “Dish” plus scheduled topics:
 - July** - Dining Out on a Dime: Recession-busting Meals & Deals.
 - October** - Catering Works: Holiday Party Tips & Trends.
- Cover photography offers “newsstand” appeal favoring local personalities or menu choices.

HERE’S MORE:

- Listings redefined for double effectiveness. Now organized geographically in a tri-county format (Manatee, Sarasota, Venice/South) AND by ethnicity within each area.
- New featured topics give advertisers extra coverage: Wine Dinners & Tastings, Desserts, and Catering.

Plus means MORE!



publication dates

Sunday, July 26, 2009
 Sunday, October 25, 2009

deadlines

Friday, June 19, 2009
 Friday, September 18, 2009

rates*

Glossy Premium Pages

Inside Front Cover, Inside Back Cover, Back Cover

	1x	2x
Full Page	\$2,683	\$2,239

Newsprint

Full Page	\$2,446	\$1,750
Half Page (vert. or horiz.)	\$1,224	\$965
Quarter Page	\$614	\$496
Eighth Page (vert. or horiz.)	\$308	\$274

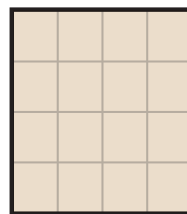
Upgraded Listing

Includes photo	\$669	\$535
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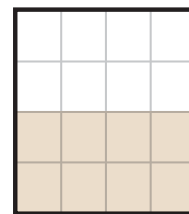
*Rates include FREE color and a listing in the publication.

To advertise call your marketing consultant or Scott Graves, Retail Team Leader, at 941-361-4010.

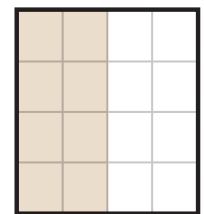
mechanical requirements



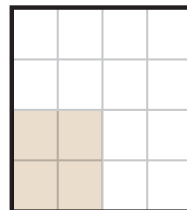
FULL PAGE
10" x 9.762"



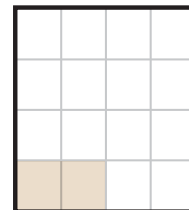
HALF PAGE HORIZONTAL
10" x 4.812"



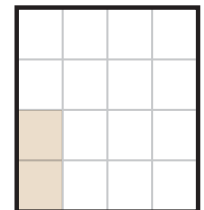
HALF PAGE VERTICAL
4.931" x 9.762"



1/4 PAGE
4.931" x 4.812"



1/8 PAGE HORIZONTAL
4.931" x 2.312"



1/8 PAGE VERTICAL
2.396" x 4.812"

Contact your marketing consultant for additional production specifications or for electronic ad submission requirements.